

INFORMATION DISCLOSURE CITATION
(Use several sheets if necessary)

ATTY DOCKET NO.
WD2 941

SERIAL NO.
not assigned

APPLICANT(S)
Walker et al.

FILING DATE
08 / 18 / 98

GROUP
not assigned

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>CA</i>	A	3,890,461	06/17/75	Vogel man et al.	178	005.1	03/27/73
<i>CA</i>	B	4,276,598	06/30/81	Inoue, Haruhiko et al.	364	405	09/19/79
<i>CA</i>	C	4,484,217	11/20/84	Block et al.	—	—	
<i>CA</i>	D	4,947,028 <i>4,833,609</i>	05/23/89	Grulke, Jr.	—	—	
<i>CA</i>	E	4,947,028	08/07/90	Gorog	—	—	
<i>CA</i>	F	4,984,155	01/08/91	Geier et al	—	—	
<i>CA</i>	G	5,235,415	08/10/93	Bonicel et al.	—	—	
<i>CA</i>	H	5,413,341	05/09/95	Lieberman	—	—	
<i>CA</i>	I	5,415,264	05/16/95	Menoud	—	—	
<i>CA</i>	J	5,521,364	05/28/96	Kimura et al.	—	—	
<i>CA</i>	K	5,528,490	06/18/96	Hill	—	—	

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
<i>CA</i>	L	07-231309	08/29/95	Japan	—	—		✓

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>CA</i>	<i>IN</i>	Howland, jennifer; "National Distributors: Scanning The Future"; Folio Magazine, Feb. 1985 at pg. 69
<i>CA</i>	<i>WO</i>	Wood, Wally; "Circulation Marketing: Let Your Magazine Do The Selling"; Folio Magazine, June 1985
		at pg. 78.

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<i>PL</i>	5,544,040	08/06/96	Gerbaulet	—	—	

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						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>RP</i>	Reese, Dianne; " Revitalizing Single-Copy Sales"; Folio Magazine, Feb. 1986 at pg. 84.
<i>RQ</i>	Joyce, Walter; "Muscular Merchandising; Column"; Folio Magazine, June 1986.

EXAMINER *[Signature]*

DATE CONSIDERED *[Signature]* 6/4/01

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Group Art Unit

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#R Donaton, Scott; "Gift Subscriptions Find Retail Niche"; Advertising Age, July 16, 1990 at pg. 37.

#S Guy, Pat; "A Gift Off The Rack: Mag Subscription"; USA Today, December 19, 1990 at pg. 2B.

#T Jaben, Jan; "A Magazine Gift-Giving Made Simple At Retail Outlets; Time Inc., Hearst, Meredith Test
Subscriber Systems', Method Of Selling Gift..."; Folio's Publishing ..., Feb. 1, 1991 at pg. 15.

#U Love, Barbara; "Selling Subscriptions At Newstands"; Folio Magazine, June 1, 1994 at pg. 10.

#V Horton, Liz; "Holiday Gift Subs Up, Some Due To Novel Promotions"; Folio Magazine, Feb. 1, 1992
at pg. 39.

#W Manly, Lorne; "A Newsstand For The Electronic Age?"; ABI/INFORM, Global Edition, Sept. 15, 1993 at
pg. 17.

#X "The Super Subs"; Precision Marketing, Oct. 24, 1994 at pg. 23.

#Y Cyr, Dianne; "The Distribution Woes; Declining Newsstand Circulation; Includes Related Article On
Preventing Newsstand Fraud"; Folio Magazine, Jan. 1995 at pg. 170.

#Z Love, Barbara; "Folio: Plus Circulation' Techniques For Managing Magazine Circulation"; Folio
Magazie, Jan. 1995 at pg. 159.

#AA Schnuer, Jenna; "Overnight Options Add To Distribution Mix; Distribution of 'Inside Sports'
Magazine"; Folio Magazine, March 1, 1995 at pg. 19.

#AB Hochwald, Lambeth; "Postal Blues: Circulators Cope With The Rate Crunch";
Folio Magazine, May 1, 1995 at pg. 54.

#AF Wilson, Steve; "Out of Print - But Not Business; Magazines Move Away From Print In Favor of
Electronic Publishing"; Folio Magazine, May 1, 1995 at pg. 22.

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CA	AG	Garrat, David; "What Premium On On-Cover Premiums?"; Folio Magazine, Oct. 1, 1995 at pg.53.
CA	AK	HFS Incorporated and Hachette Filipacchi Magazines; Announce Launce of Centrury 21 house & Home Magazine... Business Wire, Nov. 20, 1995
CA	AG	Graham, Anne; "Nonmember Subs - Or Not? Nonmember Subscriptions to Association Matgazines; icludes Tips From Publishers", Folio Magazine, June 1, 1995 at pg. 47.
CA	AH	Miller, Paul; "Magazine Deal Lacks Catalog Appeal; Brief Article"; Folio Magazine, June 15, 1995 at pg. 30.
CA	AK	Hochwald, Lambeth; "Circulation Secrets: Nine Steps To A Successful Circulation Launch Strategy. Includes list of Resources"; Folio Magazine, Feb. 1, 1996
CA	AL	Kerwin, Ann Marie; "Notably at the Newsstand: InStyle, Financial World Push For Greater Single-Copy Sales"; Inside Media, Feb. 7, 1996 at pg. 26.
CA	AM	Adams, Mark; "Capell Reports Sales Drop At Newsstands"; Medaiweek, march 11, 1996 at pg. 27.
CA	AN	Schneur, Jenna: "A World Without Magazines? Consumers Weight In.Survey Of Consumrs Indicates that Indicates that magazines are Most Dispensible Form Of ... Folio Magazine, June 1, 1996 at pg. 16.
CA	AO	Advertisement: "Subscription Sales Center", Interactive Magazine Sales, Inc. undated.

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Docket Number (Optional)

WD2-98-0

Application Number

09/136,147

Applicant(s)

Jay S. WALKER et al.

Filing Date

August 18, 1998

Group Art Unit

2761

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>[Signature]</i>	A.	4,723,212	02-02-88	Mindrum et al.	1	1	
<i>[Signature]</i>	B.	4,910,672	03-20-90	Off et al.	1	1	
<i>[Signature]</i>	C.	5,173,851	12-22-92	Off et al.	1	1	
<i>[Signature]</i>	D.	5,612,868	03-18-97	Off et al.	1	1	
<i>[Signature]</i>	E.	5,832,457	11-03-98	O'Brien et al.	1	1	

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